

ORDER



WZZM 13

Orders
Order / Rev: 722086
Alt Order #: 06372398
Product Desc: HOEKSTRA FOR SENATE
Estimate:
Flight Dates: 10/15/12 - 10/16/12
Original Date / Rev: 10/12/12 / 10/12/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Brabender Cox Mihalke/ POL
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA. 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Hoekstra,P/ R/ US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	8	\$5,450.00	\$4,632.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$5,450.00	\$4,632.50	0.00
Totals	8	\$5,450.00	\$4,632.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WZZM	10/15/12	10/16/12	M-F 6-7a M-F Morning News	CM	6-7a	MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----			2		\$600.00	0.00					
E 2	WZZM	10/15/12	10/16/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----			2		\$600.00	0.00					
E 3	WZZM	10/16/12	10/16/12	M-F 12-1230p Noon News	CM	12-1230pm	-T-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----			1		\$500.00	0.00					
E 4	WZZM	10/15/12	10/15/12	M-F 5-530pm Judge Judy	CM	5-530p	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----			1		\$400.00	0.00					
E 5	WZZM	10/16/12	10/16/12	M-F 530-6pm M-F News	CM	530-6p	-T-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----			1		\$650.00	0.00					
E 6	WZZM	10/16/12	10/16/12	M-F 6-630p M-F News	CM	6-630p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----			1		\$1,500.00	0.00					

